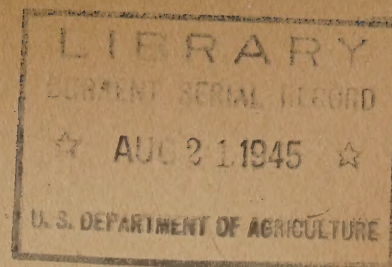


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I2M76WAR FOOD ADMINISTRATION
Extension ServiceMONTHLY REPORT
of
SIGNIFICANT ACTIVITIES
of the
DIVISION OF EXTENSION INFORMATION
FOR JANUARY 1945

Principal operations of the Division which concern public information about various phases of the extension program, material developed for extension field use, and some of the service and information activities for the States and counties.

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* This section does not include activities in these media which support specific programs.

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I. ANTI-INFLATION

II. CENSUS OF AGRICULTURE

Completed

- (1) Director's Weekly Letter, Jan. 6, re:
(a) Callander to be Chief of Agriculture Division, Census.

III. COTTON

Completed

In preparation

- (1) Publication on cotton facts for pocket reference use.

IV. 8-POINT DAIRY PROGRAM

Completed

- (1) Conference with Office of Information and National Dairy Industry Committee regarding national press and radio informational support of dairy program.
- (2) Cooperated in arrangements for Jan. 27 National Farm and Home Hour Broadcast featuring First Assistant War Food Administrator Hill, and Chairman of the Dairy Industry Committee P. G. Kinzel on the 1945 milk-production program.
- (3) Arranged meeting of dairy extension specialists and representative of Department Radio Service regarding radio programs in support of 1945 program.

In preparation

- (1) Panel-type exhibit on 8-point program. Arranged meeting of Office of Information, dairy specialists, and representatives of the Bureau of Dairy Industry to discuss this exhibit, and cleared ideas and suggestions for incorporation in it.
- (2) List of topics that should be emphasized in radio programs.

V. FARM LABOR

Completed

- (1) Prepared letter to State extension directors transmitting copy of letter from War Mobilization Director Byrnes to General Hershey on labor draft.
- (2) Conference with Office of Information on 1945 Crop Corps promotion.

V. FARM LABOR
(Cont'd)

Completed

- (3) Prepared radio script for Jan. 6 Farm and Home Hour featuring Interview of Meredith C. Wilson on 1945 labor outlook.
- (4) Conference with WLA and VFV divisions on publication needs for 1945.
- (5) Revised script for farm-labor movie, and assisted Motion Picture Service with its editing.
- (6) Prepared letters to Director of Information and Deputy Director of War Information outlining 1945 Crop Corps promotional needs.
- (7) Cooperated with WLA Division in selecting materials for the editors of Charm and Mademoiselle.
- (8) Prepared Review article on farm labor in Utah County, Utah.
- (9) Director's Weekly Letter, Jan. 6, re:
(a) Farm work simplification.
- (10) Director's Weekly Letter, Jan. 13, re:
(a) Farm labor.
- (11) Director's Weekly Letter, Jan. 20, re:
(a) Farm job simplification and farm machinery repair.
- (12) Prepared copy for 1945 VFV recruitment leaflet.
- (13) Assisted with preparation of copy for 1945 WLA recruitment leaflet.
- (14) Revised "Farm Labor Needs," the basic publication of the farm labor information program.
- (15) Revised graphs and copy for "Farm Employment in 1944."
- (16) Prepared short feature for January Review on use of VFV program in Iowa.
- (17) Prepared similar feature for February Review.

In preparation

- (1) Farm-labor fact sheet for 1945.
- (2) Four animated maps showing farm-labor needs for use in farm-labor movie.
- (3) Publication, "1945 Farm Labor Needs," illustrated by months and areas.

V. FARM LABOR
(Cont'd)

In preparation

- (4) Publication, "Farm Employment in 1944."
- (5) VFV membership card.
- (6) VFV recruitment leaflet.
- (7) VFV certificate of service.
- (8) VFV work leaders' leaflet.
- (9) WLA recruitment leaflet.
- (10) Farm-labor motion picture.

VI. FARM SAFETY

VII. FARM SUPPLIES AND TRANSPORTATION

Completed

- (1) Director's Weekly Letter, Jan. 20, re:
(a) Farm job simplification and farm machinery repair.

VIII. FAT SALVAGE

Completed

- (1) Prepared letter to State extension directors on used household fat salvage program.

IX. FIRE PREVENTION

X. FOOD PRODUCTION AND CONSERVATION

Completed

- (1) Division represented at conference of Department Radio Service to line up production-goals topics for Farm Flashes.
- (2) Cooperated with Director D. W. Watkins of South Carolina, in preparation of outline of suggested topics for radio forum on the future of agriculture in South Carolina.
- (3) Director's Weekly Letter, Jan. 6, re:
(a) Egg goal.

XI. 4-H CLUB WORK

Completed

- (1) Assembled local stories on collection of milkweed pods for Millard C. Faught, who plans to write story for Readers' Digest.
- (2) Bureau clearance of 4-H article for magazine, "17."
- (3) Conference hold to discuss with club leaders information support for 4-H Club Week.
- (4) Director's Weekly Letter, Jan. 13, re:
(a) 4-H Club history committee.
- (5) Director's Weekly Letter, Jan. 20, re:
(a) Color spread on 4-H in OWI overseas paper.
- (6) Prepared foreword for Director Wilson for National 4-H enrollment week circular.
- (7) Fact sheet on National 4-H Club Week sent to OWI Magazine Bureau, Pathfinder magazine, and Bernice Wheeler.
- (8) Prepared February Extension Service Review article on milkweed harvest in Pennsylvania.
- (9) Prepared for February Review Wisconsin story on 4-H culling program.
- (10) Prepared Oregon story for February Review on 4-H fair.

In preparation

- (1) Message from President Roosevelt to 4-H Club members for use in connection with 4-H Club Week.
- (2) Fact sheet for press and radio coverage of 4-H Club Week.
- (3) OWI support of 4-H Club Week.
- (4) Story on 4-H and rural youth membership in Claiborne County, Tenn.
- (5) 4-H display for patio, March 3-8.
- (6) Selection of pictures for Pathfinder magazine to use during 4-H Club Week.

XII. GOOD NEIGHBOR RELATIONS (Latin-American)

Completed

In preparation

- (1) Manuscript by Latin-American student for Extension Service Review.

XIII. HOME DEMONSTRATION WORK

Completed

- (1) Selected stories on home demonstration work sent to Department's magazine liaison officer for use in magazine contacts.
- (2) Material supplied William Thompson of OWI Domestic Bureau with possibility of interesting a syndicate in a picture story.
- (3) "The Future of Home Demonstration Work," by Director M. L. Wilson featured in February Review.
- (4) Prepared West Virginia story for February Review on the job of home demonstration agents.
- (5) Prepared Oregon Review story for February on work on home demonstration agents assisting farm women in packing boxes for overseas shipment.
- (6) Prepared feature article from Maine for February Review on work of home demonstration agents with neighborhood leaders.

In preparation

- (1) Story on community canning center in Crisp County, Ga., for use in food preservation kit.
- (2) Slidefilm, "The Home Demonstration Agent."
- (3) Cooperating with Creative Arts Studio in preparation of picture story on home demonstration agent to sell to picture magazine.

XIV. HOME FOOD PRESERVATION

Completed

- (1) Arranged meeting held in Division of Extension Information to consider informational needs for 1945 home food preservation program. Attendance included representatives of Office of Information, Bureau of Human Nutrition and Home Economics, Nutrition Branch of Office of Distribution.
- (2) Represented at Office of Information program meeting.

XIV. HOME FOOD PRESERVATION
(Cont'd)

In preparation

- (1) Information kit on home food preservation program.

XV. NEGRO EXTENSION WORK

XVI. NEIGHBORHOOD LEADERS

Completed

- (1) February Review story on neighborhood leaders in Aroostook County, Maine.
- (2) February Review story on activities of neighborhood leaders in Hawaii.

In preparation

- (1) Story on neighborhood leaders in Tioga County, N. Y. for neighborhood leader letter.
- (2) Outline of material for volunteer leader information kit.

XVII. NUTRITION AND HEALTH

Completed

- (1) January Review item on nutrition courses in Dougherty County, Ga.

In preparation

- (1) Arranged with Hilda Torrop of Practical Nurses of New York, Inc., for Review article on practical nursing.

XVIII. OLDER YOUTH

XIX. POST WAR PLANNING

Completed

- (1) Director's Weekly Letter, Jan. 13, re:
(a) Post-war employment policy.
(b) Joint post-war planning meeting scheduled.
- (2) January Review article by Secretary Wickard, "Working in a Post-War World."
- (3) Washington State Review article for January entitled "Help for G. I. Joe."

XIX. POST WAR PLANNING

(Cont'd)

Completed

- (4) January Review story by New Mexico county agent, entitled "A Cow Country Thinks Ahead."
- (5) "This Concerns You and Yours," Crawford County, Iowa, story for January Review.
- (6) January Review article on "Farming in Alaska."

In preparation

- (1) Extension information program to support post-war planning.
- (2) Article by Noble Clark for March Extension Service Review.

XX. RADIO (General)*

Completed

- (1) Conference with Department Radio Service to consider proposed changes in Homemakers' Chats.
- (2) Conference with Division of Field Studies and Training on radio studies.
- (3) Prepared article entitled "Radio Moving Upstairs" for Better Farming Methods magazine.
- (4) Director's Weekly Letter, Jan. 30, re:
(a) Proposed radio allocations.
- (5) January Review article, "New Mexico Agents Broadcast in two Languages."

In preparation

- (1) "What's Ahead in Radio," a statement prepared for discussion at Director Wilson's subject-matter conferences.
- (2) Revision of radio handbook for extension workers.

* This section does not include activities which support specific programs.

XXI. RATIONING AND PRICE CONTROL

Completed

- (1) Arranged meeting of Extension staff members with OPA representatives to discuss OPA's clothing program.
- (2) Prepared letter to extension directors digesting and explaining WFA action extending present support prices for hogs until March 31, 1945; and the order of Economic Stabilization Director Vinson placing price ceiling on live cattle.
- (3) Director's Weekly Letter, Jan. 6, re:
(a) Third anniversary of local war price and rationing boards.

XXII. REHABILITATION OF WAR-TORN COUNTRIES

In preparation

- (1) Editing and preparing for printer proceedings of the conference.

XXIII. VETERANS

Completed

- (1) Director's Weekly Letter, Jan. 6, re:
(a) Questions and answers on the G. I. Bill.

In preparation

- (1) Information program for extension cooperative activities in support of veterans on the land.

XXIV. VICTORY GARDENS

Completed

- (1) Prepared list of motion pictures and slidefilms available on gardening for inclusion in Victory Garden kit.
- (2) Conferred with representative of Cleveland Shopping News, and arranged for interview of Ernest Moore, Office of Information, on Victory Garden program.
- (3) Assembled material on Victory Gardens for Consumers' Guide.
- (4) Director's Weekly Letter, Jan. 13, re:
(a) Victory Garden kit.
- (5) Director's Weekly Letter, Jan. 27, re:
(a) Victory Garden kit.
- (6) Victory Garden leaders' information kit. Distribution made to the States in sufficient quantity to supply one copy per county.

XXIV. VICTORY GARDENS
(Cont'd)

Completed

- (7) Attending meeting of Victory Garden Committee called by U. S. Victory Garden chairman.
- (8) February Review article on Texas Garden School of the Air.

XXV. VISUAL AIDS (General)*

Completed

- (1) Division representative attended meeting of Photographic Sales Committee.
- (2) Cooperated in preparation of exhibit displayed in foyer of auditorium during annual Federal Extension staff conference.
- (3) Conference with Office of Information and Office of Personnel regarding motion picture training program.
- (4) Cooperated with Office of Information in planning 1945 motion picture program, which included preparation of letter to State extension directors asking for recommendations on "how-to-do-it" films, analysis of replies, and attendance at six planning conferences with Office of Information.

In preparation

- (1) Revision of slidefilm catalog.
- (2) Perfection of plans to distribute USDA movies through the Cooperative Extension Service for rural use.
- (3) Extension program for production of window displays.
- (4) Pictorial exhibit for extension staff, which will include graphic presentations.
- (5) Handbook on visual aids (illustrated).
- (6) Coordination of distribution of publications with showings of Department motion pictures.

* This section does not include visual-aid activities in support of specific program.

XXVI. MISCELLANEOUS

Completed

- (1) Division representatives attended annual Federal staff conference, and Extension Institute.
- (2) Bureau clearance of article on job of extension agent for magazine, Vocational Trends.
- (3) Prepared USDA press release on the appointment of H. H. Williamson as assistant director of extension work.
- (4) Prepared statement for Federal Housing Administration, explaining services available from the Extension Service.
- (5) Prepared statement on USDA-Extension Institute for Better Farming Methods.
- (6) Statement on USDA-Extension Institute prepared for Agricultural Leaders' Digest.
- (7) Prepared four Letters from War Food Administrator Jones to Director M. L. Wilson, one for each of the four regional conferences of extension directors, praising the leadership of the State extension services and pointing out policy for the immediate future.
- (8) Annual report of Cooperative Extension Work for 1944 delivered.
- (9) Bureau clearance of proposed SCS discussion guide.
- (10) Conference of extension committee designated by Director Wilson to formulate statement on extension work for popular use. Suggested statements prepared by every member were submitted to Director Wilson, together with a committee report of (a) actions taken, (b) decisions reached, and (c) committee recommendations.
- (11) Director's Weekly Letter, Jan. 6, re:
 - (a) Christmas tragedy hits Schoenfeld family (Oregon).
 - (b) Williamson rejoining us.
 - (c) Extension Institute-- A pilot-type conference.
 - (d) AAA regional meetings.
 - (e) Meeting with BAI and BDI.
 - (f) Commodity Credit Corporation enlarged.
 - (g) State extension conferences.

XXVI. MISCELLANEOUS
(Cont'd)

Completed

- (12) Director's Weekly Letter, Jan. 13, re:
 - (a) Director Miller's son killed in action.
 - (b) Curtailment of long-distance telephone calls and telegrams.
 - (c) Appeal for curb on conventions.
 - (d) WFA emergency item omitted in 1946 budget.
 - (e) Director Hutcheson acting president of VPI.
 - (f) Farm forestry subcommittee meeting.
 - (g) Agricultural deferments.
 - (h) Director Gates in Latin America.
 - (i) Director Anderson in Washington.
 - (j) Extension organization and policy meeting.
 - (k) State lists of outstanding farm men and women.
 - (l) Director Schaub here Monday.
- (13) Director's Weekly Letter, Jan. 20, re:
 - (a) WFA will cooperate closely with ODT travel curtailments.
 - (b) Hearings on appropriation bill.
 - (c) Judge Jones' statement on Selective Service amendment.
 - (d) Extension automobiles.
 - (e) Director Schaub meets with staff.
- (14) Director's Weekly Letter, Jan. 27, re:
 - (a) New extension appropriation bill.
 - (b) Limitation of travel.
 - (c) Recommended at Central States directors' meeting.
 - (d) New York extension forum discussed public issues.
 - (e) Wisconsin elects Dean Fred president.
 - (f) Release of by extension personnel from Army.
 - (g) Director Gates in Ecuador.
 - (h) Farm wage and wage rate study.
- (15) The Editorial Unit during month edited 213 jobs consisting of 843 pages.
- (16) Prepared digest of State Wartime Extension Work Nos. 128 and 129.
- (17) Prepared weekly calendar of events on which information support or participation is needed.
- (18) Requests for publications during the month totaled 1,007. In response 629,001 copies of publications were supplied. During this period, 93,830 sheets of material were duplicated.
- (19) Background statement on the Extension Service Review, house organ of the Cooperative Extension Service, designed for discussion use at Director Wilson's subject-matter conference.

XXVI. MISCELLANEOUS
(Cont'd)

Completed

- (20) Weekly letters to extension editors during the month covered information high lights on the following programs and activities: Veterans' program, visual aids, 4-H Club work, census stories, milk-production program, outstanding State extension publications, radio, motion pictures, and farm labor.
- (21) Division represented at Department Office of Information meeting to discuss distribution of publications.
- (22) During the month eight letters were sent to State publications distribution officers, giving them information on the current status of publications.
- (23) Arranged for distribution of following publications to State publications distribution officers and specialists concerned:
 - (a) Apple Recipes.
 - (b) Tobacco Statistics.
 - (c) Fact Sheet on Rural Health and Sanitation.
 - (d) Date Culture in the U. S.
 - (e) Mineral Deficiencies in Derrif Elleptiza.
 - (f) Farm Labor Fact Sheet.
 - (g) Soldiers' plans for Farming After They Leave the Army.
 - (h) So You're Thinking of a Place in the country (discussion guide)
 - (i) Farm Production Supplies.
 - (j) Fact Sheet on New Clothing Program.
 - (k) Resistance to Dent Corn Inbred Lines to Survival of First Generation European Corn Borer Larvae.
 - (l) Effect of Variety, Location, and Season on Yield and Protein Content of Cottonseed on the Amount of Fuzz, etc.
 - (m) Home Canning of Meat
 - (n) Directory of Register of Merit Sire and Dams Qualifying Under National Poultry Improvement Plan, 1942-43.
 - (o) Cattle Grub Control.
 - (p) Wartime Changes in the Financial Structure of Agriculture.
 - (q) Farm Real Estate Situation.
 - (r) Explosibility and Fire Hazard of Ammonium Nitrate Fertilizer.
 - (s) Functional Requirements in Designing Dairy Farms.
 - (t) Part-time Farming.

XXVI. MISCELLANEOUS
(Cont'd)

In preparation

- (1) Division conference clinic to analyze program, ascertain problems to be met, determine how they might be solved, and see what adjustments are necessary to make program more effective in 1945.
- (2) Publication, "Rural Handicrafts in the United States" (in press).
- (3) The Agricultural College Extension Editor, a composite view of his objectives, functions, relationships, and responsibilities.
- (4) Revision of ESC-323, List of Extension Service Publications. ✓
- (5) Mailing list of selected individuals, organizations, and groups for the dissemination of extension information.
- (6) Biographical sketch of Director M. L. Wilson for use in book, "Extension Around the World."

BOOK OF THE MONTH
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